

In re Application of:	Examiner:	Unknown
Li Wen Chen, et al.		
Serial No.:	Unknown	Art Unit: Unknown
Filed:	Herewith	
Title:	SYSTEM AND METHOD FOR PROVIDING A DATA WAREHOUSE IN ACCORDANCE WITH A VIRTUAL SCHEMA (as amended)	

PRELIMINARY AMENDMENT

Before examining the above-identified patent application, please amend the application as follows:

Please replace the name of the law firm on the cover page, lines 32-35, with the following:

Please replace the address of the Assignee on the cover page, lines 17-18, with the following:

IN THE TITLE:

--SYSTEM AND METHOD FOR PROVIDING A DATA WAREHOUSE IN ACCORDANCE WITH A VIRTUAL SCHEMA--.

IN THE DRAWINGS

In Figure 5A, for block 407, replace “filter out unnecessary entities” with – filter out unnecessary entities --.

IN THE SPECIFICATION:

On **page 1**, replace the six (6) paragraphs beginning at **line 7** with the following new paragraph:

The present application is a continuation of and claims the benefit of U.S. Patent Application Serial No. 09/306,677, entitled “Method For Providing A Reverse Star Schema Data Model,” by Li-Wen Chen and Juan Oritz, filed May 6, 1999, which claims the benefit of U.S. Provisional Patent Application Serial No. 06/116,086, entitled “Method and Apparatus for Performing Customer Data Analysis of a Computer Database Using Reverse Star Schema Data Model,” by Li-Wen Chen, filed January 15, 1999. Applications 09/306,677 and 06/116,086 are fully incorporated herein by reference.—

On **page 2**, replace the paragraph beginning at **line 1** with the following new paragraph:

-- Few could foresee the rapid development of computer technology just a few years ago. Computers now have a place in our homes, our offices, our schools and even the our briefcases and satchels. As computer automation continues to impact an ever increasing portion of our daily lives, governments, businesses and individuals have turned to database technology to help them manage the “information explosion” and the exponential proliferation of information that must be sorted, assimilated and managed on a continuing basis. One area of importance to the database design field is data model selection for database applications. --

On page 7, line 9, after “**data warehouse builder,**” insert – 109--.

IN THE CLAIMS:

Please cancel claims 1-34.

Please add the following new claims 35-103:

1 --35. A method, comprising:
2 receiving a first schema database;
3 forming a virtual schema including at least a portion of a dataset included
4 in the database; and
5 performing data analysis in accordance with the virtual schema.

1 36. A method, comprising:
2 receiving a first schema database;
3 forming a virtual schema including at least a portion of a dataset included
4 in the database; and
5 providing customer centric information to a core of customer data in the
6 database in accordance with the virtual schema.

1 37. A method, comprising:
2 receiving a first schema database;
3 forming a virtual schema including at least a portion of a dataset included
4 in the database; and
5 generating code in accordance with the virtual schema.

1 38. The method of claim 35, wherein
2 the virtual schema comprises a meta model describing relationships
3 between different entities or groups of entities in the data.

1 39. The method of claim 38, wherein the meta model describes a
2 reverse star schema relationship between different entities in the data.

1 40. The method of claim 35, further comprising:
2 creating a report based upon the data analysis.

1 41. A data warehouse builder, comprising:
2 a schema builder that generates one or more virtual schemas including at
3 least a portion of data input from a source, and generates mapping rules controlling data
4 movement into a data warehouse;

5 a metadata repository operative to hold the virtual schemas and mapping
6 rules; and

7 a code generator that generates one or more analysis functions,
8 wherein the data warehouse is defined by at least a portion of the data
9 input, the virtual schemas, the mapping rules, and the analysis functions.

1 42. The apparatus of claim 41, wherein
2 the mapping rules govern at least one of consolidating, transforming and
3 formatting the data into the data warehouse.

1 43. The apparatus of claim 41, wherein
2 the data analysis functions comprise at least one of:
3 static meta data aware customer analysis functions, and
4 dynamically generated customer data analysis functions.

1 44. The apparatus of claim 43, wherein
2 the meta data aware customer analysis functions are built in functions.

1 45. The apparatus of claim 41, wherein
2 the metadata repository is operative to hold meta data, and
3 the meta data comprises at least one of:
4 a data schema,
5 a star schema,
6 a virtual schema,
7 a reverse star schema,
8 source data processing rules,
9 source data movement rules,
10 source data loading rules,
11 job schedules for loading or maintaining data flow in the data warehouse,
12 and
13 user provided parameters controlling code generation of data analysis
14 functions.

1 46. The apparatus of claim 45, wherein
2 the meta data is embedded in code generated by the data warehouse
3 builder.

1 47. The apparatus of claim 41, wherein
2 the data warehouse provides information to one or more data analysis
3 applications comprising a front end to the data analysis functions.

1 48. The apparatus of claim 47, wherein
2 the data analysis applications comprise at least one of:
3 electronic applications,
4 sales force automation applications,
5 customer service applications, and
6 marketing automation applications.

1 49. The apparatus of claim 47, wherein
2 the data analysis applications comprise customer data analysis
3 applications,
4 the customer data analysis applications include at least one of:
5 decision support analysis relating business decisions to customer behavior,
6 summarizing techniques,
7 applications that analyze data based upon customer identity, and
8 applications that correlate at least one of:
9 customer activities,
10 events,
11 transactions, and
12 status to a customer identity.

1 50. A system, comprising:
2 a data warehouse;
3 a data warehouse builder;
4 customer data analysis functions; and
5 customer data analysis applications; wherein
6 the data warehouse is defined by the data warehouse builder based upon a
7 reverse star schema.

1 51. The system of claim 50, wherein
2 the customer data analysis functions comprise:
3 static meta data aware customer analysis functions; and

4 dynamically generated customer data analysis functions.

1 52. An apparatus, comprising:
2 means for generating one or more virtual schemas including at least a
3 portion of data input from a source;
4 means for generating mapping rules controlling data movement into a data
5 warehouse;
6 means for holding the virtual schemas and mapping rules; and
7 means for generating one or more analysis functions based upon the virtual
8 schemas and data input.

1 53. A computer readable storage device having stored thereon data in
2 accordance with a data model, the data model comprising:
3 a focal group, comprising:
4 at least one of a plurality of core components; and
5 at least one of a plurality of classification components providing
6 classifications for information relating to the core components; and
7 at least one customized group, comprising:
8 at least one of a plurality of customer activity components related
9 to the core component; and
10 at least one of a plurality of activity lookup components related to
11 at least one of the customer activity components;
12 wherein the focal group and the customized group comprise a reverse star
13 schema meta model.

1 54. The computer readable storage device of claim 53, wherein
2 the focal group comprises components, including components that
3 describe at least one of:
4 customer characteristics,
5 profiles,
6 business related classifications,
7 customer's roles, and
8 definitions,
9 wherein the components are in different business functional areas.

1 55. The computer readable storage device of claim 53, wherein
2 the core components further comprises at least one of:
3 customer entity, and
4 related customer identity information.

1 56. The computer readable storage device of claim 55, wherein
2 the customer identity information further comprises at least one of:
3 an account identifier,
4 social security number, and
5 encrypted name.

1 57. The computer readable storage device of claim 53; wherein
2 the classification components relate to at least one of:
3 a business, and
4 a customer.

1 58. The computer readable storage device of claim 57, wherein
2 the classification components further comprise at least one of:
3 business profile,
4 demographics,
5 current profile,
6 region,
7 channel, and
8 sales organization.

1 59. The computer readable storage device of claim 58, wherein
2 a relationship exists between at least one of the classification components
3 and a customer entity within the core components.

1 60. The computer readable storage device of claim 53, wherein
2 the customized group relates to operational business transactions.

1 61. The computer readable storage device of claim 60, wherein
2 the customized group further comprise at least one of:
3 business measures, and

4 attributes,
5 wherein the business measures and attributes describe event transactions.

1 62. The computer readable storage device of claim 61, wherein
2 the event transactions further comprise at least one of:
3 independent events, and
4 dependent events.

1 63. The computer readable storage device of claim 62, wherein
2 a sequence comprising two or more event transactions is used to describer
3 various stages of customer activity.

1 64. The computer readable storage device of claim 63, wherein
2 the sequence of event transactions comprises two or more of:
3 subscription,
4 payment,
5 promotion,
6 price plan change,
7 service call, and
8 cancellation.

1 65. The computer readable storage device of claim 53, wherein
2 the customer activity components relate to at least one of:
3 event transactions, and
4 measures,
5 wherein the event transactions and measures relate to customer activities.

1 66. The computer readable storage device of claim 53, wherein
2 the customer activity components further comprise:
3 at least one of a plurality of attributes.

1 67. The computer readable storage device of claim 66, wherein
2 the at least one of a plurality of attributes includes a selection from among
3 a list of built-in attributes.

1 68. The computer readable storage device of claim 67, wherein

2 the at least one of a plurality of attributes further comprises:
3 user-defined attributes.

1 69. The computer readable storage device of claim 68, wherein
2 the at least one of a plurality activity lookup components comprises:
3 detail characteristics of customer event transactions.

1 70. The computer readable storage device of claim 68, wherein
2 the at least one of a plurality activity lookup components comprises:
3 a products entity.

1 71. The computer readable storage device of claim 53, wherein
2 the at least one of a plurality of core components comprises:
3 a customer entity, and
4 at least one of a plurality of account entities,
5 wherein the customer entity and the account entities provide
6 account level concepts to queries relating to customers.

1 72. A method for creating a customer centric data warehouse, the
2 method comprising:
3 providing a template schema;
4 receiving a first input of characteristics;
5 applying the first input of characteristics to the template schema to
6 produce a logical schema;
7 receiving a second input of characteristics;
8 applying the second input of characteristics to the logical schema to
9 produce a physical schema; and
10 moving data to create the customer centric data warehouse in accordance
11 with the physical schema.

1 73. The method of claim 72, wherein:
2 applying the first input of characteristics to the template schema to
3 produce a logical schema, comprises:
4 selecting a business model to filter out unnecessary entities;
5 selecting business entities related to customers in a focal group of the
6 template schema; and

9 determining data types and primary/foreign keys;
10 creating a database; and
11 creating data movement mapping rules.

1 80. The method of claim 79, wherein:
2 selecting customer entities from a plurality of defined customer entities in
3 a focal group comprises selecting the customer entities based upon fit to a need
4 determinable from one or more business processes.

1 81. The method of claim 79, wherein:
2 selecting source data tables and attributes comprises selecting the
3 attributes from at least one of a list of pre-defined attributes and user defined attributes.

1 82. The method of claim 79, wherein:
2 selecting source data tables and attributes comprises accessing information
3 about entities in customer activity components through a plurality of definable activity
4 lookup components.

1 83. The method of claim 82, wherein:
2 the entities in customer activity components comprises business
3 transactions, and
4 the information comprises at least one of products, stores, purchasers, and
5 payment paradigms.

1 84. The method of claim 79, wherein:
2 defining customer activity components comprises using transaction types
3 as domain constraints when the data warehouse is created.

1 85. The method of claim 79, wherein:
2 defining customer activity components comprises using event transaction
3 types as attribute values for customer event correlation queries in customer data analysis.

1 86. The method of claim 79, wherein:
2 selecting source data and attributes comprises providing user browsing
3 through a data model to select data tables and attributes to comprise a source of data
4 tables and attributes of a data warehouse.

1 87. The method of claim 79, wherein:
2 determining data types based on source data comprises providing
3 automated derivation of data types.

1 88. The method of claim 87, wherein:
2 determining data types based on source data comprises providing user
3 capability to change the data types provided by the automated derivation of data types.

1 89. The method of claim 79, wherein:
2 determining data types and primary/foreign keys using a database design
3 tool, ERWin.

1 90. The method of claim 79, wherein:
2 creating a database comprises using a data warehouse builder to construct
3 a data warehouse based upon database configuration information provided by a user.

1 91. The method of claim 79, wherein:
2 creating data movement mapping rules comprises using a database design
3 tool, EXTRACT.

1 92. A user interface method, comprising:
2 providing a hierarchical display of functional components;
3 highlighting a first component in the hierarchical display, indicating a
4 component to be defined; and
5 receiving input indicating information to be incorporated into the
6 component to be defined.

1 93. The method of claim 92, further comprising:
2 displaying a business model dialog whenever a reverse star schema
3 component is highlighted and selected, wherein
4 the business model dialog comprises:
5 a business model field; and
6 a business characteristics field.

1 94. The method of claim 93, further comprising:

2 displaying a database creation dialog whenever information is entered into
3 the business model dialog, wherein

4 the database creation dialog comprises:
5 a database name field;
6 a database files field; and
7 a file properties area.

1 95. The method of claim 94, further comprising:
2 displaying a transaction log whenever a transaction log tab is selected,
3 wherein

4 the transaction log comprises:
5 a database files field; and
6 a file properties area.

1 96. The method of claim 95, further comprising:
2 displaying a reverse star schema customization dialog whenever
3 information is entered into the database creation dialog, wherein
4 the reverse star schema customization dialog comprises:
5 a display of a focal group;
6 a display of at least one of a plurality of tables related to the focal group;
7 and
8 a mechanism for receiving inputs of information to perform at least one of
9 create, edit, plan layout, identify sources of data and specify data transformations for the
10 tables.

1 97. A computer program product, comprising:
2 code for accessing meta data from a repository;
3 code for translating entities from a meta model into a data schema to form
4 a database;
5 code for providing customer activity correlation queries with access to a
6 database of a data warehouse;
7 code for providing customer data analysis functions;
8 code for providing analysis results to at least one of a plurality of business
9 applications; and
10 a computer readable storage medium for holding the codes.

1 98. The computer program product of claim 97, wherein
2 the code for providing customer data analysis functions comprises:
3 code that provides at least one of a market basket analysis and customer
4 valuation analysis.

1 99. A computer program product, comprising:
2 code for providing a user interface;
3 code for generating customer data analysis function code;
4 code for scheduling tasks for managing a data warehouse;
5 code for pre-processing data for movement into the data warehouse;
6 code for managing creation of the data warehouse;
7 code for defining customer data analysis functions;
8 code for performing data source analysis;
9 code for planning operations of a customer data analysis environment; and
10 a computer readable storage medium for holding the codes.

1 100. The computer program product of claim 99, wherein
2 customer data analysis function code is generated from stored meta data.

1 101. The computer program product of claim 99, wherein
2 customer data analysis function code is generated based upon built in
3 function code templates.

1 102. A customer data analysis report produced according to the method
2 of claim 1.

1 103. A method, comprising:
2 providing a focal group, comprising:
3 at least one of a plurality of core components; and
4 at least one of a plurality of classification components providing
5 classifications for information relating to the core components; and
6 providing at least one customized group, comprising:
7 at least one of a plurality of customer activity components related
8 to the core component; and

- 9 at least one of a plurality of activity lookup components related to
- 10 at least one of the customer activity components;
- 11 wherein the focal group and the customized group comprise a reverse star
- 12 schema meta model.

REMARKS

The present application is a continuation of Serial No. 09/306,677 and contains the original disclosure as filed in the patent application entitled, "Method For Providing A Reverse Star Schema Data Model", filed on May 6, 1999, by inventors Li-Wen Chen and Juan Oritz.

Claims 1-34 have been cancelled. Claims 35-103 have been added. Consideration of these new claims is respectfully requested. No new matter is being added by this preliminary amendment.

Attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page is captioned "**VERSION WITH MARKINGS TO SHOW CHANGES MADE**".

If the Examiner has any questions or needs any additional information, the Examiner is invited to telephone the undersigned attorney at (650) 843-8791.

If for any reason an insufficient fee has been paid, the Commissioner is hereby authorized to charge the insufficiency to Deposit Account No. **05-0150**.

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Respectfully submitted,



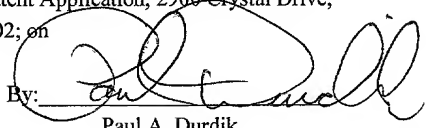
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By:



Paul A. Durdik

100444-10001

IN THE TITLE:

--SYSTEM AND METHOD FOR PROVIDING A DATA WAREHOUSE IN
ACCORDANCE WITH A VIRTUAL [REVERSE STAR] SCHEMA[DATA MODEL]--

IN THE SPECIFICATION:

-- [This application claims priority from the following U.S. Provisional Patent Applicationk the disclosure of which, including all appendices and all attached documents, is incorporated by reference in its entirety for all purposes:

U.S. Provisional Patent Application Serial No. 06/116,086 Li-Wen Chen, entitled
“Method and Apparatus for Performing Customer Data Analysis of a Computer Database
Using Reverse Star Schema Data Model,” (Attorney Docket Number 19608-000100US),
filed January 15, 1999

The following commonly-owned co-pending applications, including this one, are being filed concurrently and the others are hereby incorporated by reference in their entirety for all purposes:

1. U.S. Patent Application Serial No. _____, Li-Wen Chen and Juan Ortiz entitled, "METHOD FOR PROVIDING A REVERSE STAR SCHEMA DATA MODEL," (Attorney Docket Number 19608-000100US 52719.00002);
2. U.S. Patent Application Serial No. _____, Li-Wen Chen entitled, "APPARATUS FOR PROVIDING A REVERSE STAR SCHEMA DATA MODEL," (Attorney Docket Number 19608-000120US); and
3. US Patent Application Serial No. _____, Li-Wen Chen entitled, "SYSTEM FOR PROVIDING A REVERSE STAR SCHEMA DATA MODEL," (Attorney Docket Number 19608-000130US).]

The present application is a continuation of and claims the benefit of U.S. Patent Application Serial No. 09/306,677, entitled “Method For Providing A Reverse Star

Schema Data Model,” by Li-Wen Chen and Juan Oritz, filed May 6, 1999, which claims the benefit of U.S. Provisional Patent Application Serial No. 06/116,086, entitled “Method and Apparatus for Performing Customer Data Analysis of a Computer Database Using Reverse Star Schema Data Model,” by Li-Wen Chen, filed January 15, 1999. Applications 09/306,677 and 06/116,086 are fully incorporated herein by reference.—

The paragraph beginning at **line 1 of page 2** has been amended as follows:

-- Few could foresee the rapid development of computer technology just a few years ago. Computers now have a place in our homes, our offices, our schools and even the our briefcases and satchels. As computer automation continues to impact an ever increasing portion of our daily lives, governments, businesses and individuals have turned to database technology to help them manage the “information explosion[.]” and the exponential proliferation of information that must be sorted, assimilated and managed on a continuing basis. One area of importance to the database design field is data model selection for database applications. —